

RECEIVED  
CENTRAL FAX CENTER  
DEC 16 2004

Seed<sup>IP</sup>

---

**Facsimile Transmission**December 16, 2004

---

**To:** Examiner Jean D. Janvier**Fax No:** 703-872-9306 (After Final)**Phone No:**

---

**Re:** U.S. Patent Application No. 09/575,845

---

**Your Ref:****Seed IP Ref:** 680047.402

---

**No. of Pages:** 3 (including this page)

If you do not receive all pages, please call Angie Long at (206) 622-4900 or fax our office.

address 701 Fifth Avenue  
Suite 6300  
Seattle, WA 98104  
telephone 206.622.4900  
facsimile 206.682.6031  
website SeedIP.com

☒ Urgent☐ For Review☒ Please Confirm  
Receipt☐ Please Reply  
ASAP

---

**Comments:**

PLEASE DELIVER IMMEDIATELY TO:

EXAMINER: Jean D. Janvier  
ART UNIT: 3622

**Transmittal Letter (2 pages)**

---

**Transmission Information:****Date:****Time:****By:**

---

**CONFIDENTIALITY NOTICE:**

The information contained in this facsimile message is legally privileged and/or confidential information intended only for the use of the addressee named above. If you are not the intended recipient, you are hereby notified that any use, dissemination, distribution, or copying of this facsimile or its content is strictly prohibited. If you have received this facsimile in error, please immediately notify us by telephone and return the original facsimile message to us by mail or destroy it without making a copy. Thank you.

RECEIVED  
CENTRAL FAX CENTER  
DEC 16 2004

PATENT

I hereby certify that this paper is being facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

December 16, 2004  
Date

Angela S. Long  
Angela S. Long

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Connie D. Myers  
Application No. : 09/575,845  
Filed : May 19, 2000  
For : METHOD AND SYSTEM FOR TRACKING CONSUMER  
AWARENESS OF BRAND-NAMES (AS AMENDED)

Examiner: : Jean D. Janvier  
Art Unit : 3622  
Docket No. : 680047.402  
Date : December 16, 2004

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL LETTER

Commissioner for Patents:

In response to the Examiner's Interview Summary (PTO Form PTOL-413), applicant's representative notes that a statement of the substance of the interview was included in the Amendment filed on October 29, 2004, although not explicitly labeled as such. A copy of this statement is included here for the Examiner's convenience. The interview was conducted on October 7, 2004.

Statement of the Substance of the Interview

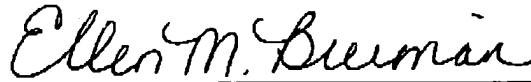
"Applicant's representative expresses gratitude to the Examiner for his time and effort extended in a recent telephone interview conducted on October 7, 2004.

Consistent with that interview, applicant has amended the claims to incorporate the ideas discussed therein, namely to clarify that applicant's claims

are directed to the displaying of and determining of selection between two or more trade or service marks to activate application-specific commands, such as commands that cause a shopping list to be printed or a logout procedure to be initiated, in order to track consumer awareness or preference of one trade or service mark relative to another. In view of the further remarks below that distinguish the prior art of record, applicant respectfully requests reconsideration of these claims and timely entry of these amendments."

Respectfully submitted,

Seed Intellectual Property Law Group PLLC



Ellen M. Bierman

Registration No. 38,079

C:\N:\Portb\iManage\ANGIEL\542957\_1.DOC